CUSTOMER SATISFACTION TOWARDS MILMA PRODUCTS

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Abstract

Milma has been contributing to the State economy and in the socio-economic development of the State and has a significant role in supplementing family income and generating gainful employment in the rural sector, particularly among the landless, small and marginal farmers and women, besides providing wholesome nutritional food to the millions of people in the state. The study aimed at to find out the customer satisfactory level of milma products, acceptability of milma products, the most preferred products in each category, the factors influencing purchase decision and to compare the level of satisfaction between male & female customers of milma products. The study concluded that, there is no significant difference between male and female customers of milma products in respect of satisfaction level towards hygienic, capacity, quality, taste, availability and its packaging.

Key words: (customer satisfaction, most preferred products).

Introduction

Kerala Co-opertive Milk Marketing Federation (KCMMF), popularly called 'MILMA' was established in April, 1980 with its head office at Trivandrum for the successful implementation of 'Operation Flood' Programme in Kerala. It has also been successful in providing nutrition to consumers of the State of Kerala in the form of top quality milk and milk products. Since the last quarter century, Milma has invested better to understand the needs and aspirations of the producers as well as consumers in the state. Milma brand has contributed to reach more and more consumers with products that can provide nutrition, health and wellness.

Objective of the study:

1. To know about the most preferred products in each category.
2. To know the factors influencing purchase decision
3. To compare the level of satisfaction between male & female customers of milma products.

Research Methodology:

The study focused on customers purchasing attitude towards milma products in semi urban area. The study helped to know the most preferred milma products used by customers in semi urban area. It also helped to know from where the customer purchasing milma products like, milma booth, supply union employee, agent, private shop etc. The study helps to know factors that are influencing purchase decision and also customers' satisfactory level of milma products.

The present study was conducted in Kodungallur Taluk. The sample for the present study comprises of 50 customers belonging to Kodungallur Taluk. Interview schedule was used as a tool for data collection with various questions regarding the objectives of project study. Data was collected from both primary and secondary sources. Primary data was collected from all the customers. The secondary data were collected from internet. The collected data were analyzed by using various statistical tools like frequency , percentages, t-test analysis and SPSS.

Hypothesis:-

1. H_{01}: There is no significant difference between male & female customers of milma products in respect of satisfaction level towards hygienic.

2. H_{02}: There is no significant difference between male & female customers of milma products in respect of satisfaction level towards capacity.

3. H_{03}: There is no significant difference between male & female customers of milma products in respect of satisfaction level towards quality.

4. H_{04}: There is no significant difference between male & female customers of milma products in respect of satisfaction level towards price.

5. H_{05}: There is no significant difference between male & female customers of milma products in respect of satisfaction level towards availability.

6. H_{06}: There is no significant difference between male & female customers of milma products in respect of satisfaction level towards taste

7. H_{07}: There is no significant difference between male & female customers of milma products in respect of satisfaction level towards packaging.

Profile of the respondents

Table 3.1 Table showing gender-wise classification of respondents.

Gender	No of respondents	Percentage
Male	16	32
Female	34	68
Total	**50**	**100**

Source: Primary data

Table 3.1 shows that gender wise classification of respondent. It reveals that majority of the respondent are female (i.e., 68%) and the remaining 32% of the respondent are male.

Table 3.2 Table showing availability of Milma products

Availability	No of respondents	Percentage
Throughout the day	31	62
Only during morning	14	28
Only during evening	5	10
Total	50	100

Source: Primary data

Table 3.2 explains the availability of milma products. 62% of the customers are having the opinion that milma product is available throughout the day. 28 % of customers get milma product only during morning. And remaining 10% of them are get milma products is only during evening.

Table 3.3 showing most preferred milma milk

Milk	No. of Respondents	Percentage
Pasturised double tonned milk (yellow)	-	-
Pasturised tonned milk (Blue)	39	78
Pasturised tonned milk special (Orange)	-	-
Pasturised homogenized tonned milk (Dark blue)	5	10
Pasturised tonned milk (Green)	-	-
Not preferred	6	12
Total	50	100

Source: Primary data

Table 3.3 shows that most preffered milma milk used by respondents. Only 12% of   the respondents   are   not using milma milk. 78% of them are preffered Pasturised tonned milk and remaining 10% of them are using Pasturised tonned milk special. There are no respondents using Pasturised double tonned milk and pasturised standered milk.

Table 3.4 showing reasons to purchase the products

Reasons	No. of Respondents	Percentage
Quality	15	30
Fat content	1	2
Price	2	4
Thickness	0	0
Taste	18	36
Hygenic	1	2
Quality & Taste	5	25
Quality & Hygenic	4	8
Thickness & taste	4	8
Total	50	100

Source: Primary data

Table 3.4 shows that the reasons to purchase milma products. 30% of the customers are purchasing milma products are only due to its quality. 4% of the respondents are purchasing due to its price. Fat content and hygienic is a reason to purchase products by customers is only 2%. 36% of the customers are purchasing milma products are due to its taste. 25% of the customers have a reason to purchase milma products are its both quality & taste. 8% of the respondents have a reason to purchase the milma products is quality &hygienic and Thickness & taste.

Table 3.5 showing the satisfaction level of milma customers towards Hygiene.

Attributes	Percentage of frequency					Mean score	maximum	Standard deviation	Variance
	S D	D	N	A	S A				
Customer satisfaction level towards hygiene	-	6	-	64	30	4.18	5	0.72	0.518

Source: Primary data

64% of the customers agreed and 30% strongly agreed that they are satisfied in the hygiene of milma products. The high mean value (4.18) indicates this fact.

Table 3.6 showing the satisfaction level of milma customers towards quality

Attributes	Percentage of frequency					Mean score	maximum	Standard deviation	Variance
	S D	D	N	A	S A				
Customer satisfaction level towards quality	-	2	-	46	52	4.48	5	0.614	0.377

Source: Primary data

46% of the customers agreed and 52% strongly agreed that they are satisfied in the quality of milma products. The high mean value (4.48) indicates this fact.

Table 3.7 showing the satisfaction level of milma customers towards Price

Attributes	Percentage of frequency					Mean	maximum	Standard	Variance

	S D	D	N	A	S A	score		deviation	
Customer satisfaction level towards price	6	16	6	66	6	3.50	5	1.035	1.071

Source: Primary data

66% of the customers agreed and 6% strongly agreed that they are satisfied in the price of milma products. The above average mean value (3.50) indicates this fact.

H_0: There is no significant difference between male & female customers of milma products in respect of satisfaction level towards hygienic.

Table 3.8 showing the comparison of the satisfaction level between male & female customers of milma products towards hygiene.

Attribute	Gender	Mean score	Standard Deviation	T-test	P- value
Satisfaction level of male & female customers towards hygenic	Male	4.31	0.793	0.891	0.377
	Female	4.12	0.686		

Source: Primary data

From the above table, the mean score of satisfaction level of male customer is 4.31 and female customer is 4.12 which indicate that there is not much difference in these two genders in the satisfaction level towards hygienic. The T-test is conducted to test the above mentioned hypothesis. P value (0.377) which is greater than 0.05, the T-value (0.891) is no significant at 5% level of significant. Hence, Null hypothesis is accepted and conclude that there is no significant difference between male and female customers of milma products in respect of satisfaction level towards hygienic.

H_0: There is no significant difference between male & female customers of milma products in respect of satisfaction level towards capacity.

Table 3.9 showing the comparison of the satisfaction level between male & female customers of milma products towards capacity.

Attribute	Gender	Mean score	Maximum	Standard Deviation	T-test	P- value
Satisfaction level of male & female customers towards capacity	Male	2.94	5	0.929	0.332	0.741
	Female	3.03	5	0.904		

Source: Primary data

The mean score of satisfaction level of male customer is 2.94 and female customer is 3.03which seems that there is not much difference in these two genders in the satisfaction level towards capacity. As per the P value (0.741) is greater than 0.05, the T-value (0.891) is not significant at 5% level of significant. Hence, Null hypothesis is accepted and conclude that there is no significant difference between male and female custome of milma products in respect of satisfaction level towards capacity.

H_0: There is no significant difference between male & female customers of milma products in respect of satisfaction level towards quality.

Table 3.10 showing the comparison of the satisfaction level between male & female customers of milma products towards quality.

Attribute	Gender	Mean score	Maximum	Standard Deviation	T-test	P- value
Satisfaction level of male & female customers towards quality	Male	4.50	5	0.516	0.156	0.876
	Female	4.47	5	0.662		

Source: Primary data

From the table, it is clear that the mean score of satisfaction level of male customer is 4.50 and female customer is 4.47 which show that there is not much difference in these two genders in the satisfaction level towards quality. P value (0.876) is greater than 0.05, the T-value (0.156) is not significant at 5% level of significant. Hence, Null hypothesis is accepted and conclude that there is no significant difference between male and male customers of milma products in respect of satisfaction level towards quality.

H_0: There is no significant difference between male & female customers of milma products in respect of satisfaction level towards price.

Table 3.11 showing the comparison of the satisfaction level between male & female customers of milma products towards price.

Attribute	Gender	Mean score	Maximum	Standard Deviation	T-test	P- value
Satisfaction level of male & female customers towards price	Male	3.44	5	1.094	0.290	0.773
	Female	3.53	5	1.022		

Source: Primary data

From the above table, the mean score of satisfaction level of male customer is 3.44 and female customer is 3.53 which show that there is not much difference in these two genders in the satisfaction level towards price. As the P value (0.773) is greater than 0.05, the T-value (0.290) is not significant at 5% level of significant. Hence, Null hypothesis is accepted and conclude that there is no significant difference between male and female customers of milma products in respect of satisfaction level towards price.

H_0: There is no significant difference between male & female customers of milma products in respect of satisfaction level towards availability.

Table 3.12 showing the comparison of the satisfaction level between male & female customers of milma products towards availability.

Attribute	Gender	Mean score	Maximum	Standard Deviation	T-test	P- value
Satisfaction level of male & female customers towards availability	Male	3.12	5	1.668	1.358	0.181
	Female	3.76	5	1.499		

Source: Primary data

From the above table, the mean score of satisfaction level of male customer is 3.12 and female customer is 3.76 which shows that there is not much difference in these two genders in the satisfaction level towards availability. The T-test is conducted to test the above mentioned hypothesis and conclude that there is no significant difference between male and female customers of milma products in respect of satisfaction level towards availability because, the P value (0.181) is greater than 0.05, the T-value (1.358) is not significant at 5% level of significant.

H_0: There is no significant difference between male & female customers of milma products in respect of satisfaction level towards taste.

Table 3.13 showing the comparison of the satisfaction level between male & female customers of milma products towards taste.

Attribute	Gender	Mean score	Maximum	Standard Deviation	T-test	P- value
Satisfaction level of male & female customers towards taste	Male	4.62	5	0.719	0.642	0.524
	Female	4.47	5	0.825		

Source : Primary data

From the above table, the mean score of satisfaction level of male customer is 4.62 and female customer is 4.47 which is clear that there is not much difference in these two genders in the satisfaction level towards taste. As per the P value (0.524) is greater than 0.05, the T-value (0.642) is not significant at 5% level of significant. Hence, Null hypothesis is accepted and conclude that there is no significant difference between male and female customers of milma products in respect of satisfaction level towards taste.

H_0: There is no significant difference between male & female customers of milma products in respect of satisfaction level towards packaging.

Table 3.14 showing the comparison of the satisfaction level between male & female customers of milma products towards packaging.

Attribute	Gender	Mean score	Maximum	Standard Deviation	T-test	P- value
Satisfaction level of male & female customers towards packaging	Male	3.50	5	0.894	0.091	0.928
	Female	3.53	5	1.134		

Source: Primary data

From the above table, the mean score of satisfaction level of male customer is 3.50 and female customer is 3.53 which showed that there is not much difference in these two genders in the satisfaction level towards packaging. The T-test is conducted to test the above mentioned hypothesis. As the P value (0.928) is greater than 0.05, the T-value (0.091) is not significant at 5% level of significant. Hence, Null hypothesis is accepted and concluded that there is no significant difference between male and female customers of milma products in respect of satisfaction level towards packaging.

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